

# क्यानवास

"Dedicated For the Promotion of Art, Artist & Entrepreneurs"

नेपाल कलाकार समाजको 'Media of the Year 2062' बाट सम्मानित

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Entrepreneur of the week



National Book Fair 2019



Pramila B.K.'s Exhibition



Comic-Con



Artist of the week

## Certification, a way to acknowledgment in the market

MUNA SUNUWAR

Businesses take pride in the certification they hold. It is a way to get acknowledge for the standard of their products or services. The certification can tell the story of a product's quality. However, in the context of Nepal, there is no separate national policy on the quality that clearly defines the roles and responsibilities of all organizations.

### Importance of Certification

The primary reason to get certification and accreditation for a product or service is to ensure consistency in quality and customer satisfaction. With the growing market, there is unhealthy competition among the businessmen. In such a scenario, certification helps an organization meet a global, industry-recognized benchmark. People will trust a company more if they have a quality certification.

Certification means companies or products have maintained and are obliged to maintain their quality of products and services. The internationally recognized certifications will elevate the products' value. With quality certification, customers too can feel safe and also it increases the reliability of the product they are consuming, leading to increased customer satisfaction and sales.

Having certification also adds up to the possibility of business expansion, be it in the domestic or international market. The certification makes it easier for the products to be exported. The increasing export eventually increases the national revenue. Products having the certification are and will be high in demand in comparison to products that have no certification.

Nepal is known to be the producer of handcrafted goods, the chances of them being of premium quality are higher. But because of the lack of certification, the Nepali companies have not been able to benefit from the price they are entitled to.

Though Nepali products are of quality and are competent in the international market, entrepreneurs are not being able to do so due to the absence of internationally accredited quality certification lab for exportable goods.

### Certification bodies in Nepal

The Nepal Bureau of Standards and Metrology (NBSM) in Nepal is responsible for providing relevant information and services to ensure the quality of services, from the ends of both consumers and the suppliers. The NBSM operates as one of the



Photo: Pexels/Lukas

Departments of the Ministry of Industry, Commerce, and Supplies. And as the sole national certification body of Nepal, it authorizes product certification against Nepal Standards.

The NBSM is a member of the International Organization for Standardization (ISO) since 1991 and an affiliated member of the International Electro-technical Commission (IEC) since 2001. While the NBSM started using NS/ISO numbering for standards adopted from ISO standards since 2003.

Besides the NBSM, there are other international Certifying Bodies operating in Nepal directly from their countries or through their regional or India-based subsidiaries for QMS, EMS, FSMS, HACCP, OHS certifications.

There are a few private agencies operating within Nepal, having links with internationally accredited international certifying bodies in different countries. Some of the foreign certifying bodies reported to have been operating in Nepal are BSI Certificate Ltd, UK, Det Norske Veritas Certification BV (DNV), Netherlands,

International Certification Services (ICS), India and Quality Austria, among others.

### Certification process

The NBSM obtains all the necessary information to complete the certification process. The processes adopted for product certification comprises of filling application, review, evaluation, certification decision and certification documentation.

The organization first has to obtain all the required information in order to complete the process in accordance with the relevant certification scheme. The information can be obtained via an official application or via online.

For product certification, it is required for one to complete an official application form, signed by a duly authorized representative of the application. Along with the form, Industry/Company registration document, VAT, PAN registration documents, and Food registration document (for food-related products only) and others based on the preferred scheme are also required.

Contd. on page 8



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## सम्पादकीय

## गुणस्तरता तपाईंको पनि जिम्मेवारी

तपाईंसँग भएको सिप वा ज्ञानले यदी कसैको मद्दत गर्दछ, केहि समस्याको समाधान गर्न सक्छ, अथवा गर्न सक्ने सम्भावना राख्दछ भने त्यसलाई बजारमा ल्याउनु जरुरी हुन्छ। हामीले समाजमा कसरी योगदान दिन सक्छौं, के गर्दा समाज राम्रो हुन सक्छ, त्यो गर्न पर्दछ र यो एक जिम्मेवार नागरिकको कर्तव्य हो।

कर्तव्यकै कुरा गर्दा, जब कुनै पनि सेवा अथवा सामानलाई बजारमा ल्याउने सोचै हुनुहुन्छ भने त्यो सेवा र सामनको गुणस्तर ताको जाँच गर्नु, त्यसको सुनिश्चित गर्नु पनि तपाईंकै जिम्मेवारी हुने गर्दछ। सामान वा से बाका हरेक पक्ष, कच्चा पदार्थ देखी उत्पादन र त्यसको प्रस्तुती देखी त्यसको एकरूपतामा गुणस्तरता सुनिश्चित गर्नु पर्दछ।

गुणस्तरता सुनिश्चित गर्न व्यवसायीले आफ्नो तर्फ बाटपनि केहि मापदन्दहरू तोक्नु पर्ने हुन्छ। व्यवसाय सही ढङ्गले, निरन्तर रूपमा आगाडी बढाउन पनि गुणस्तरता सुनिश्चित गर्नु पर्ने हुन्छ। सामानमा गुणस्तरता र त्यसको एकरूपता नभएको खण्डमा सामान एकचोटी त बिक्रि, तर त्यसको नियमितता भने समस्या नै देखिन्छन। नेपाली उत्पादनहरूमा अहिले देखिएका समस्या यही नै हो।

नेपालमा नेपाल गुणस्तर, आइसओ जस्ता प्रमाणपत्र पाएका व्यवसायहरू सञ्चालनमा छन। नेपाल गुणस्तर तथा नापतौल विभागले बजारमा रहेका सबै सामानहरूलाई जाँच गर्न, गुणस्तरता सुनिश्चित गर्न मापदन्दहरू तोकिदिएको छ र त्यसैका आधारमा नै गुणस्तर ताको प्रमाणपत्र दिने गर्दछ। गुणस्तरका धेरै तहहरू हुन्छन र हरेक सानो देखी सानो कुरामा नी यो जाँच गरिन्छ। प्रमाणपत्र पाएकाहरूले स्वदेश तथा विदेशमा पनि आयात गर्दै आएका छन।

तर गुणस्तरता सुनिश्चित गर्ने जिम्मेवारी भने व्यवसायीहरू कै हुन्छ। र यो हरेक तह र पैलामा, सुरु देखी नै निरन्तर रूपमा गर्न जरुरी हुन्छ।

गुणस्तरता सुनिश्चित हुँदा तपाईंका ग्राहकहरूमा तपाईं प्रतिको विश्वासनियता बढ्छ। साथै नयाँ ग्राहक आउनुका साथै पुरानो ग्राहकहरूको विश्वास कायाम रहन्छ। तपाईंको गुणस्तरताले तपाईं आफ्नो सामानमा कतिको विश्वास गर्नुहुन्छ, भन्ने पनि बुझाउँछ र यसले अरुलाई पनि तपाईंको सामान विश्वास गर्न योग्य छ भन्ने सन्देश दिँदछ।

सम्पादकिय बोर्ड

बोर्डका सदस्य  
रेविना मुल्मि बज्राचार्य  
विश्वास बज्राचार्य  
नसना बज्राचार्य

सल्लाहकार

लेखकहरू  
मुना सुनुवार  
मोनिका लोहनी  
सलिना उप्रेति  
स्मृति थापा  
स्नेहा पाण्डे  
सुजता श्रेष्ठ

डिजाइन  
मतिना शाक्य, लोड्तेल मिडिया प्रा लि

## गुणवत्ता आश्वासन र गुणवत्ता नियन्त्रण

गुणवत्ता आश्वासन र गुणवत्ता नियन्त्रण दुई सर्तहरू हुन् जुन प्राय एकै रूप वा प्रवृत्तिमा प्रयोग गरिन्छ। यि गुणवत्ता व्यवस्थापनको दुई अवधारणाहरू विच धेरै समानता त छ, तर भिन्नताहरू पनि छन। केहि गुणवत्ता आश्वासन र गुणवत्ता नियन्त्रण गतिविधिहरू एक आपसमा सम्बन्धित छन, फरक रूपमा परिभाषित छन।

सामान्यतया, गुणवत्ता आश्वासन गतिविधिहरू र जिम्मेवारीहरू लगभग सबै गुण प्रणाली एक वा अर्कोमा ढाँचा आवरण हुन्छ, जबकि गुणस्तर नियन्त्रण भनेको गुणवत्ता आश्वासन गतिविधिहरूको उप:समूह हो। साथै, गुणस्तर प्रणालीमा तत्वहरू विशेष रूपमा गुणवत्ता आश्वासनगुणस्तर नियन्त्रण गतिविधिहरू र जिम्मेवारीहरू द्वारा आवरण नहुन सक्छ तर गुणवत्ता आश्वासन र गुणस्तर नियन्त्रण समावेश भने हुन सक्छ। गुणवत्ता आश्वासन र गुणस्तर नियन्त्रण को आईएसओ ९००० र आईएसओ ९०००:२०१५ ले दिएका परिभाषा निम्न रूपमा छन:

## गुणस्तर आश्वासन

गुणस्तर आश्वासन “गुणस्तरको व्यवस्थापनको एक भागको रूपमा गुणवत्ता आवश्यकताहरू पूरा हुनेछ भन्ने विश्वास प्रदान गर्नमा केन्द्रित रहेको” भनि परिभाषित गर्न सकिन्छ। गुणस्तर आश्वासन द्वारा प्रदान गरिएको विश्वास दुई गुणा हुन्छन एक आन्तरिक व्यवस्थापनको रूपमा र अर्को बाह्य ग्राहकहरू, सरकारी एजेन्सीहरू, नियामकहरू, प्रमाणिकर्ताहरू, र तेस्रो पक्षहरूमा।

एक वैकल्पिक परिभाषा अनुसार “गुणवत्ता प्रणाली भित्र लागू गरिएका सबै योजनाबद्ध र व्यवस्थित गतिविधिहरू जुन उत्पादन वा सेवाले गुणस्तरको लागि आवश्यकताहरू पूरा गर्नेछन भन्ने विश्वास प्रदान गर्न प्रदर्शन गर्न सक्छ।”

## गुणस्तर नियन्त्रण

गुणस्तर नियन्त्रणलाई “गुणस्तरको व्यवस्थापनको भागको रूपमा गुणवत्ता आवश्यकताहरू पूरा गर्नमा केन्द्रित” मापडँडाको रूपमा परिभाषित गर्न सकिन्छ। जबकि गुणवत्ता आश्वासन एक प्रक्रिया जहाँ कसरी आश्वासन गरिन्छ वा एक उत्पादन कसरी बनाइएको सम्बन्धित कुरा गर्दछ, गुणवत्ता नियन्त्रण गुणस्तर व्यवस्थापनको निरीक्षण पक्ष हो। एक वैकल्पिक परिभाषामा “गुणस्तरको लागि आवश्यकताहरू पूरा गर्न प्रयो ग गरिएको परिचालन प्रविधि र गतिविधिहरू”



फोटो : पिक्सावे/मोहमद हसन



फोटो : पिक्सावे/गिडिजे

सुनिश्चित गर्नको लागि एक सेवा संगठनमा उत्पादन गुणवत्ता नियन्त्रण गर्नुका लागि आवश्यक हुनसक्छ।

## गुणवत्ता आश्वासन र लेखापरीक्षण कार्यहरू

अडिटिंग गुणवत्ता आश्वासनको प्रकार्य हो। यो गुणस्तर सुनिश्चित गर्न महत्त्वपूर्ण छ किनकि यो आवश्यकताको साथ वास्तविक अवस्थाको तुलना गर्न र ती परिणामहरूलाई व्यवस्थापनमा रिपोर्ट गर्न प्रयोग गरिन्छ।

गुणस्तर लेखापरीक्षण : एक व्यवस्थापन मूल्यांकन उपकरण (म्याकग्रा-हिल, १९८८) मा, चार्ल्स मिलले लेखे कि लेखापरीक्षण र निरीक्षण विनिमेय हुन सक्दैन “ लेखा परीक्षकले एक परीक्षण उपकरणको रूपमा निरीक्षण गर्ने तरिकाहरू प्रयोग गर्न सक्दछ, तर लेखापरीक्षणलाई अगाडि बढाउनमा संलग्न हुनुहुन्छ। कुनै प्रमाणीकरण गतिविधिहरू वास्तविक स्वीकृति वा एक उत्पादन वा से बाको अस्वीकृति को अग्रेणी हुनु हुन्छ। एक अडिट प्रक्रिया र मूल्यांकन नियन्त्रण र उत्पादन र प्रमाणिकरण गतिविधिहरू लाई आवरण गर्नु पर्छ।”

औपचारिक प्रबन्धन प्रणालीहरू प्रत्यक्ष र नियन्त्रण संगठनहरूमा विकसित भएका छन। त्यहाँ गुणस्तर व्यवस्थापन प्रणाली (क्युएम्स) साथ-साथै वातावरणीय वा अन्य व्यवस्थापन प्रणालीहरू हुन्छन, र यी प्रत्येक प्रणालीको अडिट हुनसक्छन।

श्रोत : एसक्यु (अनुवादित र सम्पादित)

फोन नं.: ४-३३१५५१,  
मो: ९८४९६४९२४४

इ-मेल

canvas\_nepali@yahoo.com,  
news@canvasweekly.com

वेबसाइट

www.canvasweekly.com

सम्पादक/प्रकाशक

रेविना मुल्मी

५००५५२७, ९८५१००१४८७

मुद्रक

युनिक प्रिन्टीङ हाउस

## ENTREPRENEUR OF THE WEEK

## “छालाको गुणस्तरता ३ चोटी जाँच गर्छौं”: विलाल

## सालीना उप्रेती

२० वर्षको मात्र हुनुहुन्थ्यो विलाल अहमद शाह, जब उहाँले लाटिडो खोल्नुभयो। लाटिडोले छालाको ज्याकेट, वालेट र वेल्टहरू उत्पादन गर्छ। केही कुराको सुरुवात गर्दा चुनौतीहरू त आउँछन् नै तर विलालले भने अलि धेरै नै चुनौती भोग्नुपथ्यो। बुवा सारुक अहमद शाहले पहिलै देखी छालाका सामग्री उत्पादन गरीर हुनुभएको थियो तर एकदिन उहाँको काम बन्द भयो।

ईन्डियाको बयाडलोरमा इन्जिनियरीड पढिर हुनुभएका विलाललाई बुवाको काम बन्द भएर निकै नै तनाव भइरहन्थ्यो। भएको एउटा पैसा कमाउने भाडो मात्र नभएर, बच्चे देखी बुवाको काम र बुवाले बनाएको छालाको लुगा सँगै भवनात्मक रूपले पनि उहाँ जोडिनुभएको थियो। सन् २०१४ मा उहाँले आफ्नो पढाई छोडी ने पाल फर्कनुभयो र लाटिडोमा छालाको सामग्री बनाउन फेरी सुरुवात गर्नुभयो। आज भूमिसखे लको ठूलो व्यापारीहरूमा उहाँ पनि चिनिनुहुन्छ।

## लाटिडोको सुरुवातमा कस्ता खालका चुनौतीहरू तपाईंले भोग्नुभयो ?

एकचोटी बुवाले काम गरेर बन्द भइसकेको पेशा थियो। ग्राहकहरूलाई तान्न विश्वास दिलाउन निकै नै गाह्रो भएको थियो। बुवाले होलसे लमा बेच्नको लागि बनाउनु हुन्थ्यो। तर अहिले हामीले, सिमित रूपमा यसको उत्पादन गर्ने र ग्राहकहरूलाई तान्नुपर्छ भन्ने सोच राखेर अगाडि

बढिरहेका छौं। पहिलाको तुलानामा राम्रो पनि भइरहेको छ।

## उत्पादन भएका सामग्रीको गुणस्तरता कसरी जाँच गर्ने गर्नुभएको छ ?

हामीले ३ तहमा हाम्रो सामग्री जाँच गर्छौं। सुरुवामा छाला काँटने बेलामा नै, दोश्रो सिलाउने बेलामा र बनेर आइसकेपछि पनि यसको जाँच गर्छौं। कुन छाला, कुन उत्पादनको लागि उपयुक्त हुन्छ, राम्रोसँग सिलाईएको छ कि छैन र कस्तो बन्थो भनेर पनि हामीले ३ चोटी जाँच गर्ने गरेका छौं।

## कस्ता खालका छालाबाट चाहिँ नयाँ-नयाँ उत्पादन गर्न सकिन्छ भन्ने कुरा पत्ता लगाउनुहुन्छ ?

हामी छाला भारत बाट किन्छौं। र छाला छान्ने काम मेरो बुवाले नै गर्नुहुन्छ। कुन छाला हो, बक्लो भएको र नभएको सबै हेर्छौं। हामी छालाको गुणस्तरमा निकै नै ध्यान दिन्छौं किनभने छालाका सामग्री अलि महंगो नै हुन्छ र हामी धेरै पैसा मात्र लिएर हाम्रो ग्राहकलाई भुकाउन चाहदैनौं, त्यसैले थोरै बेच्ने तर गुणस्तरीय सामान बेच्छौं।

## नेपाली बजारमा छालाको बुझाइ कतिको छ ? तपाईंहरूले कसरी बुझाउने प्रयास गर्नुभएको छ ?

नेपाली बजारमा मानिस वा ग्राहकहरूलाई



विलाल अहमद शाह  
फोटो श्रोत : लाटिडो

छालाको बारेमा धेरै जानकारी नरहेको मैले पाएको छु। म कहाँ आउने एक जना ग्राहकले राम्रो ज्याकेट छाला र अरु सामग्रीको मिश्रण बाट बन्छ भन्ने सोच्नुभएको थियो। यो नेपाली बजारले फैलाएको गलत कुरा हो।

हामीले उहाँहरूलाई आफैले छाला छान्न दिन्छौं, र त्यसबारे बुझाउँछौं। छालाको ज्याकेट बन्ने बित्तिकै सुरुवातमा कसिलो हुन्छ हामीले उहाँहरूलाई भन्ने गर्छौं राम्रो छाला लगाएपछि, ज्यानमा मिल्नेपछि खुकुलो हुँदै आउँछ। यसैगरी नै हामीले हाम्रो ग्राहकलाई विश्वास दिलाउँदै आएका छौं।

## आफ्नो सामग्रीलाई विदेशी बजारको लागि निर्यात पनि गर्दै आउनुभएको छ कि ?

विदेशी बजारमा चाहिँ हामीले अहिलेसम्म निर्यात गर्न सकेका त छैनौं। किनभने हामीले सुरुवात गरेको भर्खर ५ वर्ष मात्र भयो। तर विदेशमा बस्ने नेपालीहरूले चाहिँ मेरो सामान मगाउनुहुन्छ र उहाँलाई हामीले पठाउँछौं पनि। उनिहरूको माध्यमबाट विदेशीहरूले पनि मेरो सामान मगाउनुहुन्छ। अहिले हामीले यसरी नै विदेशमा आफ्नो बजारीकरणको लागि ठाउँ बनाइरहेका छौं।

## तपाईंको उत्पादनलाई मानिसहरूले कतिको मनपराई रहनुभएको छ ?

अहिले सम्म चाहिँ जति पनि मेरो पसलमा किन्न आउनुहुन्छ उहाँले मनपराउनु भएको नै छ, खासै

गुनासो आएका छैनन। तर कहिले काही के ही समस्या आइहल्यो भने पनि हामी त्यसको सट्टामा अर्को दिनेगर्छौं। हामीले हाम्रो विचार र स्टाइलको सामग्री मात्र बेच्दैनौं, ग्राहकहरूको सोच/आइडियामा पनि सामान तयार पारेर दिने गर्छौं र अहिले सम्म सबैले मन पराएका नै छन।

## गुणस्तरको मामलामा नेपाली बजार कस्तो पाउनुभएको छ ? यसलाई कसरी हामीले सुधार्न सक्छौं ?

नेपाली बजार जहाँ छालाको उत्पादन र वितरण हुन्छ उहाँहरूलाई नै धेरै जानकारी नभएको मैले पाएको छु। तर विस्तारै सुधार त आउँदै छ। छालाको सामग्री महंगो हुन्छ, सस्तो मा बेच्नको लागि राम्रो छालाको छनोट राम्रोसँग गरेको पाइँदैन र ग्राहकहरू भुक्किनुहुन्छ।

त्यहि भएर पहिले सुरु त हामीले मासिहरूमा चेतना नै फैलाउन निकै जरुरी छ। हामीले हाम्रो पसलमा आउने ग्राहकहरूलाई बुझाउन पनि कहिले कही निकै गाह्रो हुन्छ किनकी छालाको सामान महंगो हुन्छ। पछि जब तयार भएर उहाँले लगाउनुहुन्छ, हामीलाई मनपराएर, हाम्रो काम मनपराएर उहाँहरू फेरी किन्न आउनुभएको पनि छ।

त्यसैले मानिसहरूमा जनचेतना फैलाउनुका साथै नेपाली बजारले पनि धेरै बनाएर एकचोटी मात्र बेच्नुभन्दा, थोरै उत्पादन गर्ने तर मानिसहरूलाई बारम्बार आउने बनाउन सक्नुपर्छ।



फोटो श्रोत : लाटिडो

## Upcoming Events

### Sabin Rai & The Pharaoh Live

September 18

Venue: Trisara, Lazimpat

### Beyond Business School

September 20

Venue: Naach Ghar, Jamal

### Global Women Startup Weekend

Kathmandu 2019

September 20

Venue: The Entrance Café

### 1974 AD Backtogether Nirantarta

September 21

Venue: LOD - Lord of the Drinks, Thamel

### TEDxDurbarMarg2019

September 21

Venue: Kathmandu Marriott Hotel, Naxal

### Women On Stage: Performance

September 21

Venue: Ageno: The Hestia, Dhobighat

### Nava Udhyami Haat Bazaar

September 23

Venue: Outdoor Adventure Center Nepal, Thamel

## NATIONAL

# Shiksha Nepal organizes National Book Fair 2019



Entertainment programs organized by volunteers of Shiksha Nepal at Nepal Academy Hall, Kamaladi, on September 13, 2019.

Photo: Monica Lohani

### MONICA LOHANI

Shiksha Nepal, a non-governmental organization, organized a 'National Book Fair 2019' at the Nepal Academy Hall, Kamaladi, on Friday. The theme of the event was 'Ek Nepali Ek Kitaab'.

Shiksha Nepal is working in the sector of child and youth education. Founder of the organization Prem Bahadur Bohara said, "The motto is to provide a platform for all the readers. The main aim is to collect one million books, especially storybooks, for the children living in rural areas of Nepal including the Karnali region."

"That one book--which we have forgotten about, and has been left on the bookshelf for long--could change the thinking pattern. They can change the mindset, creativity, or even the life of a child living in the Karnali

region," he said. He further added that the vision of collecting one million books could easily be accomplished if every Nepali would donate at least one book.

The organizers hoped to collect at least 500 books by the end of the two-day event.

The event is a common platform to raise awareness about the importance of books in one's life. He added, "The involvement of youth as volunteers in the event is to cultivate the reading culture among youth through youth." Bohara also expressed his concern about the future of reading in the younger generation.

Student volunteer, Sabina Adhikari, said their involvement in the event has motivated others to learn. She added it has helped other youths to embrace the art of reading for

developing critical thinking.

"I have chosen to lead the bookmark stall team as we can show our creativity in making handmade bookmarks. The money from the stalls will be further used in buying books to accomplish their goals of reaching one million books by 2020," Adhikari said. Various renowned writers including Amar Neupane, and Nimesh Poudel among others had shared their insightful experiences in the event.

Shiksha Nepal aims to connect local, national and international youth to work with children for social and environmental change where the youths can contribute to the children's education, the well-being of local communities and ultimately social and environmental change being a volunteer- a part of the change.



Bookmarks for sale at National Book Fair 2019 organized by Shiksha Nepal at Nepal Academy hall Kamaladi, on September 13, 2019.

Photo: Monica Lohani

## Abstract Art Exhibition in Mithila Yain Gallery



Artist Pramila Pariyar BK posing with her painting showcased at 'Feelings 2: Solo Paintings Exhibition' held at Mithila Yain Gallery, Thamel from 15-19 September 2019.

Photo: Sujata Shrestha

### SUJATA SHRESTHA

*What's most important is what you can't see, but can feel in your heart.*

**-Haruki Murakami**

With the thought of expressing human sentiments, artist Pramila Pariyar BK came up with "Feelings 2: solo paintings exhibition". The exhibition was held at Mithila Yain Gallery, Thamel from 15-19 September 2019. It manifested the artist's abstract work of about 5 years. There were altogether 20 abstract paintings on display in the gallery. The artist has been painting for 15-16 years. She shared that her mother was the reason she became fascinated with art.

When asked why she named the exhibition

as Feelings 2, she said that it was a continuation of her previous exhibition Feelings and that she has expressed her own emotions, human feelings and connected it with nature as well. She shared that the numerous expressions that a human goes through in a day inspire her. Also, she tried to highlight women's issues in her work.

Abstract arts aren't something that can be made easily or be created every day. She added, "there lays a mood of the artist behind an abstract work. Even the same artist cannot make the same abstract painting twice. That's the beauty of it."

We asked her how a person can learn about human feelings in her art. To which she replied, "the forms, minute details, and colors of the painting can tell a lot about the

human emotions and his state of mind." She further added that if a person uses bright colors, it may signify that s/he is in a happy mood. Likewise, the use of dark colors portrays that s/he might have a bad mood while painting it.

She made this painting during Baisakh; it is the flowering season (spring) when nature is at its absolute best. She has portrayed both earth and the blooming season in the painting. If given proper attention, one can even see a butterfly in this one. The butterflies are the symbol of the blooming spring season. She said, for the painting, she imagined how the world warmly welcomes spring after the chilling winter.

The one thing that you should know about the artist is that she, in her paintings, never portrays pain or darkness. She shared her thoughts saying, "Our everyday life already is full of pressure and struggles of many forms and she doesn't want to add anything negative to their bad experience. I want the viewers to feel relieved and maybe even a little good when they glance at my art. Art should be something that makes you feel calm and forget your worries, even just for a while."

"Nature inspires me the most" she quoted while taking about the painting she liked the best among the others. In this painting, we can see lotus flower and its leaves. She linked those petals to a father, a mother and their child. The clouds represented the ever-changing human emotions. She stated, "just like how our moods and feelings keep on

changing, the clouds always keep moving too."

She remarked that the green color in the painting resembled the ocean and that she liked underwater scenes. "Water is a sign of purity. Lotus has a religious significance and even though it blooms in mud, it finds its way to God," she further added. The petals, she said, also symbolized growth in life, as a leaf always grows upwards and continues to grow, it represents the positive spirit of life.

Pramila Pariyar BK concluded "abstract is only a fantasy. You can interpret it any way you want. Viewers often say that they like my paintings. I wish them to find peace and warmth in my paintings."



A painting by Pramila Pariyar BK showcased at 'Feelings 2: Solo Paintings Exhibition'.

Photo: Sujata Shrestha

## INTERNATIONAL

## Gruff Rhys: Pang! review acoustic, pastoral, global ... and as unpredictable as ever

September 13 (The Guardian)

After last year's expansive, magnificent Babelsberg, Gruff Rhys has pared things back, although not by much. Where Babelsberg went the full orchestra, Pang! confines itself to the chamber, its songs not draped in instrumentation, but colored with brass and woodwind where necessary, to supplement the pastoral acoustic mood of the album.

There is, though, another form of expansiveness: for all its grounding in very British folk-rock styles, Pang! is a global record – there's an explicit influence from South Africa (it was produced by the South African electronica artist Muzi) with some lyrics sung in Zulu, and in some of the instrumental detailing – the jittering electronic bells of Ara Deg, the interplay of guitar and percussion on Bae Bae Bae

Overshadowing all of this, though, is the fact that aside from the brief snatch of Zulu, Pang! is sung entirely in Welsh. In some ways that's helpful: your love of Rhys' lyrics depends, as



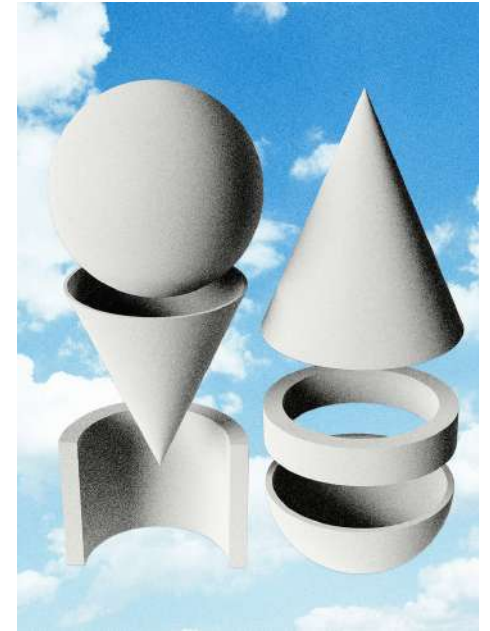
'Remember to wear a cap and spectacles' ... Gruff Rhys

ever, on your enjoyment of words that are allusive and opaque, rather than direct.

The English translations suggest Rhys is again worrying away at the state of the world in his own idiosyncratic way – the title and the title track express complete doubt about, well, more or less everything; Eli Haul is preoccupied with the effects of the sun ("Remember to wear a cap and spectacles on your travels"; Niwl O Anwiredd translates as Fog of Lies, which is self-explanatory. Even the more lyrically intimate Ôl Bys/Nodau Clust (Fingerprint/Earmarks) is wreathed in distrust: "Holy is your word / Holier is your password."

But the lyrics being incomprehensible to those without the gift of Welsh allows the less linguistically gifted to focus instead on the melodies.

There's a delicious circularity to Pang! and Bae Bae Bae, both springtime streams of songs that seem to speak to centuries of music (don't come to this album expecting



Gruff Rhys: Pang! album artwork

any electric guitar fireworks; it's all acoustic and measured). Only on Ôl Bys/Nodau Clust is there any hint of insistence, and that comes from a juddering rhythm rather than fierceness in any other element – in fact, the harmonized chorus is almost churchy in its construction. And so Gruff Rhys offers another minor masterpiece, destined to be all but ignored by those not devoted to his cult. More's the pity.

## Charli XCX: Charli review – a raw, rousing step towards superstardom



She paints herself as intimacy-phobic but brings out the best in collaborators ... Charli XCX.

Photo: Chelsea Lauren/WWD/Rex/Shutterstock

September 13

In the five years since Charli XCX released her last album, she's sworn that industry interference meant she would never make another. But here we are: after an overwhelmingly productive half-decade of unofficial releases and collaborations, Charli is an album proper, a diminishingly important semantic distinction but one that puts the 27-year-old firmly at its heart.

Her last mixtape, 2017's Pop 2, centered outsider guests in 10 diamond-hard would-be hits, laced with hard-partying nihilism and numbed with a measure of Auto-Tune that made Cher's Believe sound like Etta

James singing At Last. While Charli's left-field guests and themes (ie "I go hard, I go fast and I never look back") are superficially similar, here she balances world-straddling confidence with unprecedented exposure of the anxieties and self-destruction that stymie her relationships, turning her from pop powerhouse to empathetic protagonist.

Her bluff nature is written through the tracklist. She cops to lying, to running away, to smother the pain with ever more work and drugs (stories that hit harder because she rarely uses a metaphor) then detonates gems like Click, which ties the sound of selfie shutters, cash-register pings and impatient snapped fingers into a bristling, braggly

blowout. The pared-back, twinkling Official is as detailed and exposing as an X-rated Taylor Swift song, XCX reminding her on-off lover about the "things you save when I make bad decisions/things that we do by the sink in my kitchen". Immediately, she explodes the vulnerability with Shake It, a multilingual celebration of grinding, flesh sport rendered in warped, inhuman processing.

While XCX paints herself as intimacy-phobic, the way she brings out the best in her collaborators tells a different story.

Her chemistry with Troye Sivan makes the asinine throwback 1999 irresistible (although the Michael Jackson reference is unfortunate), and she gives fellow embattled pop star Sky Ferreira a taste of freedom on the gothic, lurching Cross You Out. But it's on the metallic battering ram of Gone that XCX finds her match in Christine and the Queens: the fantastic vocal interplay between XCX's cynicism and Chris's roguishness forging not only a protective allegiance against an indifferent industry but the ingenuity that will reshape it in her image.



Charli XCX: Charli album artwork

## Comic-Con Nepal 2019: A Tribute to Stan Lee

SMRITI THAPA

Comic-Con Nepal is one of the most famous events in the country. It is held for all *otakus* (Japanese word that can be loosely translated as 'nerds'). It is an event where a lot of comic/manga, art, animation, movie and gaming fans meet and discuss about their interests. And like yesteryears, Comic-Con Nepal 2019 was a delight too. The event was held on September 13-14, at Heritage Garden, Sanepa.

It is an event where people get to show their enthusiasm through art and cosplay; where the participants create their own costumes and dress up as their favorite characters. More than 6,000 visitors participate each year. ZERO STAR organized the event, and this is their third installment.

Comic-Con Nepal 2019 was a bit different from its previous editions. This year's theme was 'Tribute to Stan Lee'. After the 'excelsior' Stan Lee passed in November 2018, it left a lot of comic and superhero fans heartbroken.

And in the event, the fans paid their tributes to Lee—who had co-created many famous superheroes like Spiderman, Iron Man, Black Panther, among other characters from the Marvel Cinematic Universe. Many anime and 'Stan Lee' theme-related dance and musical performances were also performed in the event.

Comic-con is an event where fans are provided with a chance to explore and express their creativity. Consequently, this has be-



People playing games in a gaming station at Comic-con Nepal, 2019.

Photo Courtesy: Comic-Con Nepal



A girl dressed as Nezuko (from Demon Slayer) performing on the stage at Comic-Con Nepal 2019, held at Heritage Garden, Sanepa, on September 14, 2019.

Photo Courtesy: Comic-Con Nepal

come a platform, all over the world including in Nepal, for all the fans of anime and DC/Marvel superhero movies to intermingle.

So, with the main goal of motivating people, the Comic-con Nepal 2019 wanted to send the message to never give up on their dreams and turn their dreams into reality. For which, this year, they have introduced a campaign called 'Create your own hero campaign'. And under the campaign, the participants were able to make their own superhero.

In the event, with the cosplay, games, arts, and AMVs (Anime Music Videos) were held with a combined pool prize of NRs 4,50,000 with a lot of giveaways.

In the gaming section, there were tournaments of games like Dota 2, CSGO (Counter-Strike: Global Offensive) and Tekken, among others. There also was a gaming section, for all the gaming enthusiasts with a huge crowd of people swarming the stations.

But that's not all, there was live performances from Abhaya and the Steam Engines, and band Pahenlo Batti Muni. The event also included guest invitees, food stalls, stalls for franchise, figurines, posters, and t-shirts. And in all of them, one could see the inspiration from anime characters, superheroes, etc.

Nita Pradhananga hosted the event, who was cosplaying as Harley Quinn, along with Jai Pradhan, cosplaying as Thanos.

## ARTIST OF THE WEEK

## “Creative freedom is necessary but misuse of such freedom is disgrace to art”

Veteran artist **Madan Chitrakar** has been expressing his creative instincts through painting ever since he remembers - be it on paper or walls. Born to a legendary artist, Tej Bahadur Chitrakar-who introduced Nepal to contemporary art, he feels that art just came naturally to him because of the family legacy. Growing up in an environment surrounded by art and artists influenced Chitrakar to pursue art as a subject. At present, Chitrakar teaches Graphics Communications at the Srijana College of Fine Arts. He is also the principal of the College. He has also published a few books related to art and artists. **Canvas’ Monica Lohani** converses with veteran artist Madan Chitrakar about the Nepali art scenario, the quality of our artworks and his perspective of the art-world. Excerpt:

### What is art for you?

For me, art is basically about expressing myself and expressing one’s creative instinct visually. Art is subjective. So, the definition of art has changed over a period of time. Different people will define art differently. Previously, art was used more to express religious instincts, more than creative ones. It was used as a tool to portray gods. But, today, we can say that art is expressing our feelings and our instincts through various forms. It can be done through painting, sculpture, or even graphic communications.

### Do we have any parameters to define the quality of art?

I would say ‘additive beauty’ (or appeal). Suppose, you have zero ideas about art or painting. You visit a painting exhibition or see a painting anywhere, and if the painting appeals to you, you will like the painting, no matter what. But, you will have no idea why you like the painting, but you will anyways. The quality of any art or qualitative painting converses with the audience. They are hypnotizing. And, another indicator, primary indicator, is obviously the feedback from the experts in the field. This not only applies to the art sector, but also other fields.

**In a stereotypical mindset, only paintings and sculptures used to be considered as an art. Over a period of time, photography, wall paintings, graffiti, and graphic communications are also called art. How do these genres fit the definition of art?**

See, art is everywhere. Even when I am talking with you, this is the art of talking. When it comes to visual art, it started since the stone age. Humans, back then, drew on stones. Why? Because it was a way of expressing as their instincts worked that way. Slowly, it became a way to express mythological subjects, gods, among others. Thangka, Pauwa, etc. are some of the examples of the same.

So, it is all about individual taste and your way of expression regardless of the category. It is just a choice of style and one’s choice of medium. Photography initially was used as a way to record real-life incidents.

Later, the experts thought to use it in a creative form. It is now the art of photography. This also applies to printmaking. Printmaking is an art as well. I teach Graphic Communications. It falls under applied art. We should not confine the term art to a narrow perspective. Let’s keep the meaning broader that way.

**You were also associated with Kathmandu University and Nepal Lalitkala Campus earlier. When implementing the studied art practically, how different is it from the theoretical aspects of the syllabus taught in art schools/colleges?**

While preparing the syllabus, the expected outcome is to produce at least a raw artist in his/her chosen field of art, by the end of four-six-years of their academic study. As per the system, any art students can pursue a Bachelor’s degree in Arts. But so can students from the management background. Now, the challenge for us is to make the management students make understand everything about art and make them a skilled artist.

The syllabus has changed over the course of time as per relevancy to produce skilled and qualitative artists. We have designed the curriculum in such a way that the students will be a skilled artist and our curriculum is designed in such a way that the artists produced from the art school and colleges in Nepal can at least compete with other South Asian artists.

Speaking in general, there is no huge difference. Our teaching process is systematic. It depends on the student how they grasp all these theoretical knowledge and apply it in a practical world. But, that is the reason we teach. The good thing is that



Madan Chitrakar  
Photo: Suraj Bajracharya

we have really good mentors in each and every sector of art in the country.

**As an artist yourself, how do you see the quality of artists, in different genres, we are producing these days?**

We are producing competent artists on the basis of their talent and necessary grooming. The freedom of expression has changed a lot as compared to the past. As they say, the sky’s the limit, there are no restrictions as compared to the past. We are calling it creative freedom, which is necessary for art.

But these days, there are some ‘want-to-be-artists’, who are not familiar with the etiquettes of Nepali art, have misused these creative expressions and have been using this freedom as a shortcut for name, fame, money, and make a profit. They have disgraced art.

These cases mostly occur in the case of modern art. Such activities are spreading negative impressions among common people. Pursuing art commercially is not wrong, but one has to follow the etiquette and stop misusing the creative freedom. An artist needs to be honest.

**There are many art forms. For example, painting, sculpture, or even nude art for that matter, is really famous in western countries. But, in Nepal, it is considered**

**obscene or a disgrace. What, would you say, are the qualities that an artist should follow when it comes to pursuing this form of art?**

Art is like a colorful garden. Nude art is also a form of art. It is popular in foreign countries, and even in Nepal, a few artists have been doing nude paintings and there is nothing wrong with choosing this form. Nepali artist Kapil Mani Dixit is pursuing this form of art. Art is all about the search for additive beauty.

Talking on a ground level, I wouldn’t encourage it. Having said that, if artists see the beauty in that form, then pursue it. The only concern here is the artist should not have any ulterior motive. There are certain ethical boundaries, which the artists should have in mind.

**What are the prospects of Nepali art in the future? How can we develop it in the future?**

The future of Nepali art is bright and competitive. If we talk from the effort aspect, the art students must not have any dregs, our curriculum must not have any dregs. Our target must be focused on producing qualitative artists after four-years of their academic study. We should make them capable to look for the best opportunities once they finish their studies. And I would say honesty, motivation, and dedication all together is the foundation for the quality of both art and artist.

**Certification, a way ...**

As soon as the application form is submitted by the organization, the procedure for application review is done. Then, application review is done to ensure that the information provided about the client and the product is sufficient to move ahead for certification. If in case, the application received is incomplete, it is returned to the applicant requesting to complete and submit again.



Photo : Pixabay /Geralt

For evaluation, the NBSM ensures all the necessary information, as well as documentation, is made available to seek information needed as per the policies. The plan is generic, specific or combination of both, depending on the characteristics of the certification scheme and the product requirements.

In cases of non-conformities, the NBSM informs the clients about them. However, the process is repeated to complete the additional evaluation tasks, if the client agrees to correct and complete the additional evaluation tasks. As per the results related to the evaluation, the NBSM assigns at least one person to review all the information. The review is done by the person who has not been involved in the evaluation process. After all these processes, the NBSM assigns the Certification Mark Committee to make

the certification decision based on the information related to the evaluation, its review, and other relevant information. The certification decision is made by the members of the Certification Mark Committee who are not involved in evaluation. The certification body notifies the client of a decision not to grant certification, with the reasons for such a decision.

Once the certification decision is made, its documentation is done which includes the signature of Director General (DG) or the person authorized by DG. The formal certification documentation that includes the name and address of the certification body and the client, date of certification granted, term and expiry date of the certification is provided to the client.